

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Reexamination Application of:  
Gutman Levitan et al.

Application No.: 09/732,695

Confirmation No.: 2885

Filed: December 8, 2000

Art Unit: 2614

For: SYSTEM FOR TARGETED  
ADVERTISEMENT, PERSONAL EDITING  
AND PARENTAL CONTROL IN A  
TELEVISION NETWORK

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Examiner: M. W. Hoyer

**AMENDMENT AFTER FINAL ACTION UNDER 37 C.F.R. 1.116**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated October 20, 2006, finally rejecting claims 8 and 11, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 4 of this paper.